

Respondent



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Anne Sanford



29:47



Time to complete

1. Please provide your name, position title, and contact information. \*

Anne Sanford, Anne.Sanford1@VA.gov

2. Is this submission an idea for a Promising Practice or existing Promising Practice? \*

☒ Idea for a Promising Practice

☐ Existing Promising Practice

3. What is the name of your Promising Practice? \*

"I did " have some short video vignettes of Veterans and staff -- depend on target audience -- sharing why they got the vaccine. Select individual who represent the population you are trying to change their thinking & behavior. Also have some " i did because i love .... my family/my spouse/my children/my grandchildren.

4. What type of Veterans does this practice serve? \*

☐ Rural

☐ Urban

☒ Both

## 5. How does this practice promote vaccine acceptance? \*

Individuals often relate to others who look like them/talk like them etc. select a Vet Center Veteran ( couple of different ages )who resembles Veterans you are trying to reach; select Veterans who are black ( again different ages); other minorities for video vignettes. This same concept can be used with staff. Also select individuals in jobs that have been low in vaccination rates -- not sure do not want to assume what those might be.... housekeeping, food service, union reps .... again not sure of the demographics . consider geographic when seeking representative individuals. Also, family members of Veterans and/or Caregivers

## 6. What are the specific steps you took, or would take, to implement your practice and the timeline/timeframe for each? \*

Feature video vignette on VA network that plays in waiting rooms etc; send out some to staff via email; MyHealtheVet some could be used as PSAs on TV channels; YouTube; Facebook ; VA internet site etc Also leverage vignettes to be used in VBA and NCA for employees and Veterans/family members Veterans groups and Veterans Service Organizations

## 7. What departments are involved in implementing your practice? \*

VA EES Employee Education System has broadcast video capability . EES has been involved with vaccines awareness and training of VHA staff

## 8. What are the costs associated with your practice? \*

The video would be limited cost-- VHA EES staff salary already paid; could be some editing cost. Advertisement would be primarily no cost for avenues such as Feature video vignette on VA network that plays in waiting rooms etc; send out some to staff via email; MyHealtheVet YouTube; Facebook ; VA internet site etc Also leverage vignettes to be used in VBA and NCA for employees and Veterans/family members Veterans groups and Veterans Service Organizations

## 9. What primary metric data is tracked and collected to determine your practice's success? \*

As with any action it is often hard to track direct cause and effect of behavior change. I am sure that there will be multiples activities to target behavior change so it will be difficult to isolate direct link. You could ask vaccines recipients how they heard about / what played a role in them coming to get vaccine. However, i suspect they will have multiple reasons which is common and needed in attitude and thus behavior change.

10. What are the potential risks or barriers of implementing your practice and the proposed mitigations? \*

Barriers --could be time recruiting Veterans/Staff/Family members